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09/608,038	06/30/2000	Tetsuro Yoshioka		1110

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EXAMINER

RHODE JR, ROBERT E

ART UNIT	PAPER NUMBER
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3625

DATE MAILED: 11/01/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/608,038

Applicant(s)

YOSHIOKA, TETSURO

Examiner

Rob Rhode

Art Unit

3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 24 September 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-19 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-19 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

DETAILED ACTION

Response to Amendment

Applicant amendment of 9-24-04 amended claim 15 as well as traversed rejections of Claims 1 - 19.

Currently, claims 1- 19 are pending.

Claim Rejections - 35 USC § 103

The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Claims 1 and 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ross (US 6,629,135 B1) in view of McGee (US 6,393,468 B1).

Regarding claim 1 and related claims claim 10 and 15 (Currently amended), Ross teaches a franchise system for organizing and establishing a headquarter for business transactions over a network, comprising; at least one headquarter network server (see at least Figure 1); a plurality of franchise store servers, each corresponding to a different franchise store and connected with the at least one headquarter network server by a network (see at least Col 4, lines 48 – 60); and a plurality of member servers, each corresponding to a different member to terminal and connected with the at least one headquarter network server by the network (see at least Col 2, lines 57 – 58 and Col 3, lines 38 – 39); wherein the at least one headquarter network server includes, a merchandise information memory data that include® information for goods sold by the franchise

stores (Col 3, lines 28 – 31 and Figure 1), a home page creation system that accesses the merchandise information memory data for merchandise information to create a home page of each franchise store, and that a home page data memory system to collect additional home page data for the home page of each franchise store, the home page creation system also accessing a franchise store identification (m) system (see at least Col 3, lines 6 – 12 and Figures 15 and 26), a home page sending service that sends home page data from the home page of each franchise store to at least one predetermined member service, including information from the merchandise information memory data (see at least Col 3, lines 9 – 13) and Figure 15), an order receiving system that processes orders from the plurality of member terminals through the home pages of each franchise store (see at least Col 9, lines 13 – 20 and Col 16, lines 6 – 7), a received data transfer system that transfers order data received by the order receiving system from the at least one headquarter network server to one of the franchise servers according to the franchise store ID system, the order data including a buyer name and goods ordered (see at least Col 9, lines 13 – 20, Col 16, lines 50 – 57 and Col 19, lines 61 – 64). Please note that Ross does not specifically disclose a franchise system. However, Ross does disclose affiliations. In that regard, it would have been obvious to extend Ross with franchise in order to add another description of affiliated by the use of the word franchise. Thereby, one of ordinary skill would have been motivated to extend Ross with franchise and thereby increase the potential additional parties who affiliate with the franchise.

Although Ross does disclose matching, the reference does not specifically disclose and a teach a franchise store in system matches a franchise store to a person ordering via a member terminal

when the person accesses the franchise system, the franchise store (ID) system matching franchise stores to the person accessing the franchise system based on the uniform resource locator values set up in advance according to predetermined rules.

On the other hand and in the same are of online commerce, McGee teaches a franchise system franchise store In system matches a franchise store to a person ordering via a member terminal when the person accesses the franchise system, the franchise store II) system matching franchise stores to the person accessing the franchise system based on uniform resource locator values set up in advance according to predetermined rules (see at least Col 12, lines 32 – 47).

Please note in claim 10 that the phrase "sold by the plurality of franchise stores, such goods including goods available at a particular franchise store and not available at the particular franchise store but available at a headquarter" and "for members belonging to each franchise store, said member data including at least a member identification value, member password, and franchise store code corresponding to the franchise store to which the member belongs " are considered to be non functional descriptive material, since the data is not processed in any way – just stored. The phrase(s) and or word(s) are given little patentable weight because the claim language limitation is considered to be non-functional descriptive material, which does not patentably distinguish the applicant's invention from Ross. Thereby, the non-fictional descriptive material is directed only to the content of the data and does not affect either the structure or method/process of Ross, which leaves the method and system unchanged.

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the system of Ross with the system of McGee to have enabled a system franchise system for organizing and establishing a headquarter for business transactions over a network, comprising; at least one headquarter network server; a plurality of franchise store servers, each corresponding to a different franchise store and connected with the at least one headquarter network server by a network; and a plurality of member servers, each corresponding to a different member to terminal and connected with the at least one headquarter network server by the network; wherein the at least one headquarter network server includes, a merchandise information memory data that include information for goods sold by the franchise stores, a home page creation system that accesses the merchandise information memory data for merchandise information to create a home page of each franchise store, and that a home page data memory system to collect additional home page data fox the home page of each franchise store, the home page creation system also accessing a franchise store identification (m) system, a home page sending service that sends home page data for the home page of each franchise stone to at least one predetermined member service, including information from the merchandise information memory data, an order receiving system that processes orders from the plurality of member terminals through the home pages of each franchise store, a received data transfer system that transfers order data received By the order receiving system swan the at least one headquarter network server to one of the franchise servers according to the franchise store system, the order data including a buyer name and goods ordered (See at least Col 3, lines 6 – 31). McGee discloses a system a franchise system franchise store In system matches a franchise store to a person

Art Unit: 3625

ordering via a member terminal when the person accesses the franchise system, the franchise store II) system matching franchise stores to the person accessing the franchise system based on uniform resource locator values set up in advance according to predetermined rules (see at least Col 12, lines 32 – 47). Therefore, one of ordinary skill in the art would have been motivated to extend the system of Ross with a system for a franchise system franchise store In system matches a franchise store to a person ordering via a member terminal when the person accesses the franchise system, the franchise store II) system matching franchise stores to the person accessing the franchise system based on uniform resource locator values set up in advance according to predetermined rules.

Regarding claim 2, the phrase that “wherein: the merchandise information memory data further includes information for goods not available at one of the franchise stores, but available at the headquarter” is considered to be non-functional descriptive material. The phrases words in these claims are considered to be non-functional descriptive material. The phrase(s) and or word(s) are given little patentable weight because the claim language limitation is considered to be non-functional descriptive material, which does not patentably distinguish the applicant’s invention from Ross. Thereby, the non-fictional descriptive material is directed only to the content of the data and does not affect either the structure or method/process of Ross, which leaves the method and system unchanged.

Regarding claim 3, Ross teaches a franchise system, wherein the network includes the Internet (Col 4, line 65).

Regarding claim 4, McGee teaches a franchise system wherein, the home page service sends a predetermined guest page data when a member server accessing the Franchise system does not match any franchise store (Col 13, lines 3 - 6 and Col 12, lines 32 – 47).

Regarding claim 5, McGee teaches a franchise system, wherein the uniform resource locator value includes first portion unique to each store and second portion common to all franchise stores and the headquarters Col 12, lines 42 – 55).

Regarding claim 11, the recitation that “electronic franchise shopping system, wherein: the franchise store ID system also requests the user to enter a password when the terminal identification code is not present, and the home page creation system also sends home page data corresponding to one of franchise stores the user if the member identification value and password correspond to the one franchise store, else sends guest home page data”. Please note that “guest pages” were old and well known to one of ordinary skill at the time of the invention, Thereby, one of ordinary skill in the art would have been motivated to extend Ross with a “guest home page” - in order to ensure some site availability for all participants.

Regarding claim 12, Ross teaches an electronic franchise shopping system, wherein: the home page creation system generates a home page based on universal resource locator (url) data sent by the user (Col 3, lines 6 - 30) and regarding claim 13 and related claim 18 (New) wherein: the url data sent includes a first portion corresponding to the franchise, and a second

portion unique to each franchise store. (Col 3, lines 41 – 44). Please note Ross does not specifically disclose that URL data containing a first portion corresponding to the franchise and second portion to the unique to each franchise store. However, Danneels does disclose linking of sites. In that regard, it was old and well known at the time of the invention that linking of sites ensured that url data containing a first portion corresponding to the franchise and second portion to the unique to each franchise store. Therefore, one of ordinary skill in the art would have been motivated to extend Danneels with these features in order to ensure that the participant was directed to the correct franchisee.

Claims 6 - 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of Ross and McGee as applied to claim 1 above, and further in view of Conklin (US 6,332,135 B1).

The combination of Ross and McGee substantially disclose and teach the applicant's Invention

Regarding claim 6, Conklin teaches a franchise system, wherein: the at least one headquarter network server further includes a member entry data base that identifies previously accessing members and matches said members to a predetermined franchise store according to said member entry data (see at least Abstract and Col 19, lines 62 – 63).

Regarding claims 7, 8 and 9, the recitations that " wherein: the member entry data base includes member entries comprising a member identification (ID) value, a password, a franchise store code, and a terminal identification (ID) code", " wherein: at least a portion of the member ID value includes at least a portion of the store code" and "wherein: at least a portion of the password includes at least a portion of the store" such recitations are given little patentable weight because it imparts no structural or functional specificity which serves to patentably distinguish the instant invention from the other "identifies" already disclosed by Conklin. Moreover, the phrases words in these claims are considered to be non-functional descriptive material. The phrase(s) and or word(s) are given little patentable weight because the claim language limitation is considered to be non-functional descriptive material, which does not patentably distinguish the applicant's invention from Ross. Thereby, the non-fictional descriptive material is directed only to the content of the data and does not affect either the structure or method/process of Conklin, which leaves the method and system unchanged.

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the combination of Ross and McGee with the system of Conklin to have enabled a franchise system, wherein: the at least one headquarter network server further includes a member entry data base that identifies previously accessing members and matches said members to a predetermined franchise store according to said member entry data. The combination of Ross and McGee disclose a franchise system that included, servers for member/customers, franchise stores/affiliates and headquarter/central server, which includes merchandise, home page creation/sending system as well as order receiving and processing,

plus a franchise store ID system. Conklin discloses a system for a franchise system, wherein: the at least one headquarter network server further includes a member entry data base that identifies previously accessing members and matches said members to a predetermined franchise store according to said member entry data (Col 19, lines 62 – 63). Therefore, one of ordinary skill would have been motivated to extend the combination of Ross and McGee with a system for a franchise system, wherein: the at least one headquarter network server further includes a member entry data base that identifies previously accessing members and matches said members to a predetermined franchise store according to said member entry data.

Claim 14 is rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of as applied to claim 10 above, and further in view of Spagna (US 6,587,837 B1).

The combination of Ross and McGee substantially teach the applicant's invention.

However, the combination does not specifically disclose and teach an electronic franchise shopping system, wherein: the at least one headquarter network server further includes a clearance system that executes copyright clearance procedures on behalf of a franchise store for good ordered through the web page of the franchise store.

On the other hand and regarding claim 14 (New), Spagna teaches an electronic franchise shopping system, wherein: the at least one headquarter network server further

includes a clearance system that executes copyright clearance procedures on behalf of a franchise store for good ordered through the web page of the franchise store (Col 4, lines 26 – 29).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the combination of Ross and McGee with the system of Spagna for a electronic franchise shopping system in order that the at least one headquarter network server further includes a clearance system that executes copyright clearance procedures on behalf of a franchise store for good ordered through the web page of the franchise store. The combination of Ross and McGee disclose a franchise system that included, servers for member/customers, franchise stores/affiliates and headquarter/central server, which includes merchandise, home page creation/sending system as well as order receiving and processing, plus a franchise store ID system. Spagna discloses a an electronic franchise shopping system, wherein: the at least one headquarter network server further includes a clearance system that executes copyright clearance procedures on behalf of a franchise store for good ordered through the web page of the franchise store (Col 4, lines 26 – 29). Therefore, one of ordinary skill in the art would have been motivated to extend the combination of Ross and McGee with a system for an electronic franchise shopping system, wherein: the at least one headquarter network server further includes a clearance system that executes copyright clearance procedures on behalf of a franchise store for good ordered through the web page of the franchise store.

Claims 15 – 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ross in view of Conklin and further in view of Microsoft Dictionary, Third Edition (hereafter referred to as Microsoft).

Reading claim 15 Ross teaches at least one headquarters server comprising, a goods master data base that stores merchandise data for merchandise sold by all franchise stores (Col 3, lines 28 – 31 and Figure 1), a member entry data base that commonly stores data for members belonging to each franchise store, said member data including at least a member identification value, member password, and franchise store code corresponding to the franchise store to which the member belongs (Col 2, lines 57 – 58 and 3, lines 38 – 39), a franchise store data base that stores the franchise store code for each franchise store, a home page database that stores home page data for each franchise store (Col 3, lines 25 – 40 and Figure 15), an order processing system that receives orders from members through home pages each corresponding to a particular franchise store, said orders including order data identifying a member and goods ordered (Col 9, lines 13 – 29 and Col 16, lines 6 – 7); and a plurality of franchise servers each corresponding to a different franchise store, each franchise server receiving order data from the at least one headquarter server received by way of the home page to the corresponding franchise store (Col 4, lines 48 – 60).

However, Ross does not specifically disclose and teach a franchise store identification (1D) system that checks if accessing user is accessing the system for the first time, and requests a member identification number and member password if the access is a first time access, the merchandise store ID system also comparing an entered member identification value and member password to entries in the member entry database, and if the member identification value password match an entry in the member entry data base matching the accessing user to the corresponding franchise store, else matching the accessing user to a guest home page.

On the other hand, Conklin teaches a franchise store identification (1D) system that checks if accessing user is accessing the system for the first time, and requests a member identification number and member password if the access is a first time access, the franchise store ID system also comparing an entered member identification value and member password to entries in the member entry data base, and if the member identification value password match an entry in the member entry data base matching the accessing user to the corresponding franchise store, else matching the accessing user to a guest home page (see at least Abstract and Col 19, lines 60 -63).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided system Ross with the system of Conklin to have enabled a system a franchise store identification (1D) system that checks if accessing user is accessing the system for the first time, and requests a member identification number and member password if the access is a first time access, the franchise store ID system also comparing an entered member

identification value and member password to entries in the member entry data base, and if the member identification value password match an entry in the member entry data base matching the accessing user to the corresponding franchise store, else matching the accessing user to a guest home page. Ross discloses Leos a system for one headquarters server comprising, a goods master data base that stores merchandise data for merchandise ' sold by all franchise stores, a member entry data base that commonly stores data for members belonging to each franchise store, said member data including at least a member identification value, member password, and franchise store code corresponding to the franchise store to which the member belongs, a franchise store data base that stores the franchise store code for each franchise store, a home page data base that stores home page data for each franchise store, an order processing system that receives orders from members through home pages each. corresponding to a particular franchise store, said orders including order data identifying a member and goods ordered; and a plurality of franchise servers each corresponding to a different franchise store, each franchise server receiving order data from the at least one headquarter server received by way of the home page to the corresponding franchise store (see at least Abstract and Col 3, lines 14 – 31). Conklin discloses a franchise store identification (ID) system that checks if accessing user is accessing the system for the first time, and requests a member identification number and member password if the access is a first time access, the franchise store ID system also comparing an entered member identification value and member password to entries in the member entry data base, and if the member identification value password match an entry in the member entry data base matching the accessing user to the corresponding franchise store, else matching the accessing user to a

guest home page (Abstract and Col 19, lines 60 -63). Therefore, one of ordinary skill in the art would have been motivated to extend Ross with the a system for a franchise store identification (1D) system that checks if accessing user is accessing the system for the first time, and requests a member identification number and member password if the access is a first time access, the franchise store ID system also comparing an entered member identification value and member password to entries in the member entry data base, and if the member identification value password match an entry in the member entry data base matching the accessing user to the corresponding franchise store, else matching the accessing user to a guest home page (Abstract and Col 3, lines 60 – 63).

With regard to the recitation that “a home page sending system that sends home page data according to a first type universal resource toaster (url) and a plurality of second type urls, the first type url comprising a url common to the system, each second type url each corresponding to a different franchise store, the home page sending system also sending a home page for a franchise store based on member entry data base information”. In the examiners interpretation of the lengthy recitation, the system is simply operating on a well known principles of providing the appropriate file, which is stored on the home page sending system of the appropriate file – corresponding to the appropriate file/franchise store and defined by Microsoft. In that regard and according to Microsoft Computer Dictionary, “A URL specifies ...the name of the server (I.e. first part) on which the resource resides....and optionally, the path to a resource (such as....a file on that server). As defined by the applicant, the headquarters server contains a

home page sending system, which is a stored data/pages "filed" by each franchise store.

Thereby, Microsoft teaches these claim limitations.

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the combination of Ross and Conklin with the system of Microsoft to have enabled a home page sending system that sends home page data according to a first type universal resource toaster (url) and a plurality of second type urls, the first type url comprising a url common to the system, each second type url each corresponding to a different franchise store, the home page sending system also sending a home page for a franchise store based on member entry data base information. The combination of Ross and Conklin discloses a system for one headquarters server comprising, a goods master data bass that stores merchandise data for merchandise ' sold by all franchise stores, a member entry data base that commonly stores data for members belonging to each franchise store, said member data including at least a member identification value, member password, and franchise store code corresponding to the franchise store to which the member belongs, a franchise store data base that stores the franchise store code for' each franchise store, a home page data base that stores home page data for each franchise atone, an order processing system that receives orders from members through home pages each. corresponding to a particular franchise stare, said orders including order data identifying a member and goods ordered; and a plurality of franchise servers each corresponding to a different franchise store, each franchise server receiving order data from the at least one headquarter server received by way of the homes page to the corresponding franchise store; and identification (1D) system that checks if

accessing user is accessing the system for the first time, and requests a member identification number and member password if the access is a first time access, the merchandise store ID system also comparing an entered member identification value and member password to entries in the member entry data base, and if the member identification value and password match an entry in the member entry data base matching the accessing user to the corresponding franchise store, else matching the accessing user to a guest home page. Microsoft discloses a system for a home page sending system that sends home page data according to a first type universal resource locator (url) and a plurality of second type urls, the first type url comprising a url common to the system, each second type url each corresponding to a different franchise store, the home page sending system also sending a home page for a franchise store based on member entry data base information (Page 3). Therefore, one of ordinary skill in the art would have been motivated to extend the combination of Ross and Conklin with a system for a home page sending system that sends home page data according to a first type universal resource locator (url) and a plurality of second type urls, the first type url comprising a url common to the system, each second type url each corresponding to a different franchise store, the home page sending system also sending a home page for a franchise store based on member entry data base information.

Regarding claim 16, Conklin teaches an electronic franchise shopping system, wherein: said member data further includes a terminal (ID) value associated with a remote user terminal (Col 19, lines 60 - 63) and regarding claim 17, wherein: the franchise store identification ID system checks for a terminal ID value for an accessing user, and determines that access is not cite

Art Unit: 3625

where the franchise store ID system match the ID with that of member data (Col 19, lines 60 – 63 and Col 21, lines 31 - 37).

Claim 18, Microsoft teaches the electronic franchise system shopping system, wherein the second type urls include fields of the first type and at least one additional url field having a value unique to each franchise store (Page 3).

Claim 19 is rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of Ross and Conklin and Microsoft as applied to claim 15 above, and further in view of Alsop (US 5,970,472).

The combination of Ross, Conklin and Microsoft substantially disclose and teach the applicant's invention

However, the combination does not specifically disclose and teach an electronic franchise shopping system, wherein: the home page sending system sends a unique home page for each second type url, each such unique home page including merchandise data for merchandise available at the franchise store, and merchandise not available at the franchise store but available at a headquarters location.

On the other hand and regarding claim 19 (New), Alsop teaches an electronic franchise shopping system, wherein: the home page sending system sends a unique home page for

each second type url, each such unique home page including merchandise data for merchandise available at the franchise store, and merchandise not available at the franchise store but available at a headquarters location (Col 10, lines 4 – 10).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the combination of Ross, Conklin and Microsoft with the system of Alsop to have enabled a franchise system, wherein: the merchandise information memory data further includes information for goods not available at one of the franchise stores, but available at the headquarter – in order to be able to provide the customer with the desired product. The combination of Ross, Conklin and Microsoft disclose a franchise system with a headquarter server and a plurality of franchise servers as well as the headquarter server containing memory, a home page creation system with password access as an order receiving system. Alsop discloses franchise system, wherein: the merchandise information memory data further includes information for goods not available at one of the franchise stores, but available at the headquarter (Abstract, Col 10, lines 4 – 10). In this manner, the customer will not leave and shop at another site, which would result in lost business. Moreover, the customer's satisfaction will be increased due to having the desired product availability and not having to continue shopping, which will save them time.

Response to Arguments

Applicant's arguments, filed 9/24/2004, with respect to the rejection(s) of claim(s) 1 – 19 under 35 USC 103(a) have been fully considered and are persuasive. Therefore, the

Art Unit: 3625

rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of Ross (US 6,629,135 B1).

Applicant argues that McGee does not mention multiple stores. Nor does McGee disclose not matching any franchise store.

While McGee does not mention stores, McGee does disclose multiple clients (Col 1, lines 46 – 48). Moreover, these are tied to a specific person accessing and also matches the individual to appropriate URL (Col 12, lines 32 – 50). With regard applicant's second argument, McGee disclose a system of "not matching" is different is based solely on their interpretation. For example, McGee discloses that this is also true, if it does not match – then it cannot be accessed and therefore does not match.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Rob Rhode** whose telephone number is **(703) 305-8230**. The examiner can normally be reached Monday thru Friday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Wynn Coggins** can be reached on **(703) 308-1344**.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **(703) 308-1113**.

Any response to this action should be mailed to:

Commissioner for Patents

Art Unit: 3625

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"PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive,
Arlington, VA, 7th floor receptionist.

RER


WYRN W. COGGINS
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600